

PERFECTION  
*Delivered.*

*Ad Manager*

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 Hanwha L&C | Surfaces



PRINT AD



Description

Retail ads for HanStone Quartz and Hanex Solid Surfaces

Size

Ad is sized to standard 8.5"x11"

PMS Colors



CMYK Mixes



Special Instructions

These ads and all necessary fonts, logos and resources are available to download in the Trade Partners section of hanwhasurfaces.com. If you are a first-time visitor, a link can be found on the portal page. Once inside the site, the link can be found on the bottom of the page.

Area in lower left quarter of the page is customizable for your company contact information.

1. All information should be bottom justified such that the baseline is the same as the HanStone Quartz logo.
2. All copy should be set in Adobe Garamond Pro.
3. Logos should not be larger than the HanStone Quartz logo.
4. Space occupied should align with edges of tiles laid out at the bottom of the ad.

## THE ANATOMY OF A PRINT AD



Customizable area designated for distributor contact information, logos, and specials.

Beauty shot centered horizontally.

Slight drop shadow to lift it off the page. Shadow should be offset .0625", blurred .0625" and on a multiply layer of 50%.

Headline should be set in Blair Medium in 12-pt type over 14.4-pt leading in PMS 476.

Subhead is Adobe Garamond Pro Regular in 13-pt type over 15.6-pt leading in PMS 476.

Body copy is Adobe Garamond Pro Regular in 10-pt type over 12-pt leading in PMS 476.

Copy blocks should align with tiles on the bottom of the page.

## 300X250 ONLINE BANNER



### Description

Online Banner Ads for HanStone Quartz and Hanex Solid Surfaces

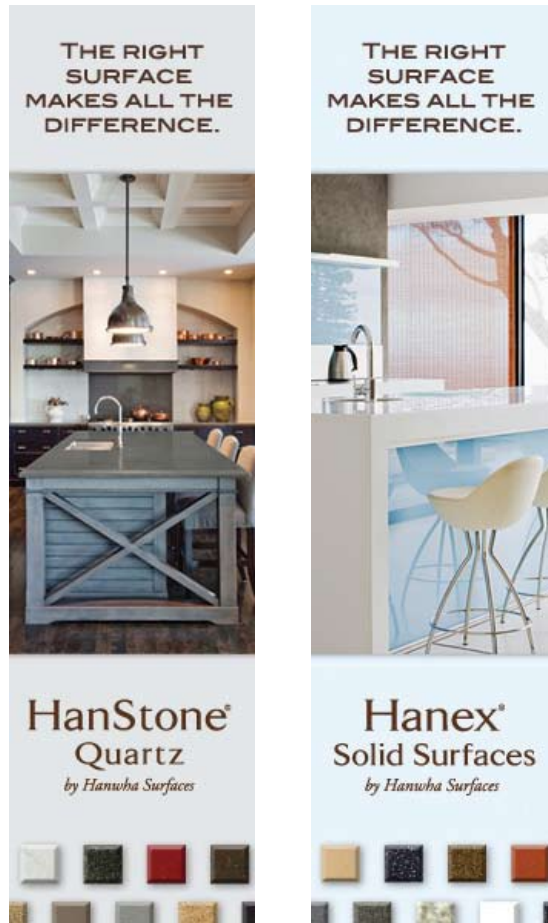
### Size

300x250 Rectangle Banner

### Instructions

These banners are available to download in the Trade Partners section of [hanwhasurfaces.com](http://hanwhasurfaces.com). If you are a first-time visitor, a link can be found on the portal page. Once inside the site, the link can be found on the bottom of the page.

## 160X600 ONLINE BANNER



### Description

Online Banner Ads for HanStone Quartz and Hanex Solid Surfaces

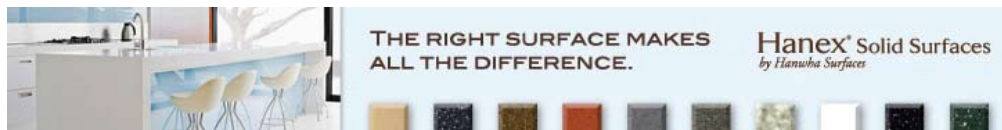
### Size

160x600 Skyscraper Banner

### Instructions

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## 728X90 ONLINE BANNER



### Description

Online Banner Ad for HanStone Quartz and Hanex Solid Surfaces

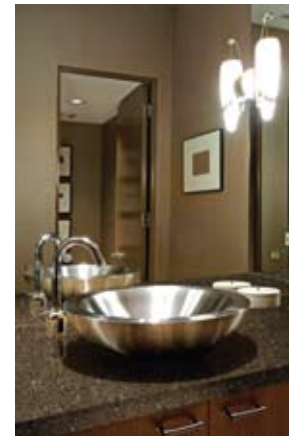
### Size

728x90 Rectangle Banner

### Instructions

These banners are available to download in the Trade Partners section of [hanwhasurfaces.com](http://hanwhasurfaces.com). If you are a first-time visitor, a link can be found on the portal page. Once inside the site, the link can be found on the bottom of the page.

## HANSTONE QUARTZ RESIDENTIAL IMAGES



### Instructions

These images are available to download in the Trade Partners section of [hanwhasurfaces.com](http://hanwhasurfaces.com). If you are a first-time visitor, a link can be found on the portal page. Once inside the site, the link can be found on the bottom of the page.

Check back often as images will be updated periodically to reflect new product and new applications.

HANEX SOLID SURFACES RESIDENTIAL IMAGES



Instructions

These images are available to download in the Trade Partners section of [hanwhasurfaces.com](http://hanwhasurfaces.com). If you are a first-time visitor, a link can be found on the portal page. Once inside the site, the link can be found on the bottom of the page.

Check back often as images will be updated periodically to reflect new product and new applications.